

DIGITAL DOMAIN

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COO, UFO MOVIEZ

How many UFO Screens are now available now?

UFO has a unique digitization and delivery model that has played a major role in extensive digitization of Indian cinemas and has enabled wide-spread and same day release of movies across India. As on June 30, 2017, UFO's network is about 6,852 screens world-wide, including 5,390 screens across India & Nepal.

Has the business of UFO Cinemas improved over the last 2 years?

Our business has improved dramatically in the past two years especially with newer initiatives from our end like

□ Caravan Talkies - a movie-on-wheels concept wherein cinema is taken deep into the Indian Heartland.

□ NOVA Cinemas - an initiative to take modern cinema viewing experience to masses

□ UFO Framez - revolutionary cloud based in-cinema hyper local retail advertising platform

Our in-cinema advertisement network has also surpassed 4,000+ screens. Our performance continues to reflect the strength of this in-cinema advertising platform as well as our theatrical business. Going forward, we strongly believe that there is substantial headroom for growth and that our strategic focus, strong execution and proficient management and delivery teams will continue to drive market leading performance.

Do you think the niche audiences are watching films like NEWTON, SHUBHMANGAL SAVDHAAN even in the interiors?

Yes, I think people in smaller towns and cities (where cinema is accessible) are watching these films as they can relate to such issues majorly because it talks in the same tongue as them and also these movies are relevant to them

in their daily lives.

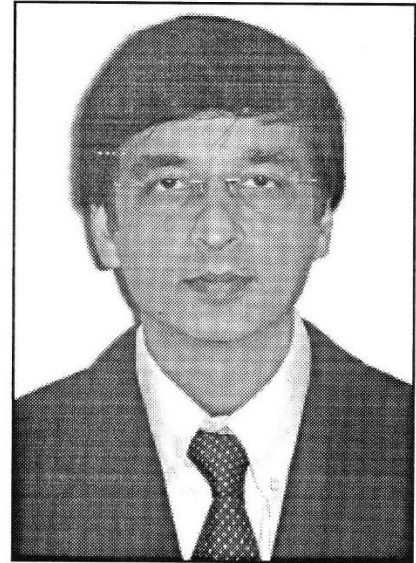
Do regional films collect more than Bollywood films in the long run and what were the maximum number of regional films released during any particular week in 2017? Which films in the UFO cinemas have the longest run so far?

Content-driven films whether they be regional films or small budget Hindi films are working wonders for the industry. Specifically with regional movies, the trend is that they are no longer isolated by language and not restricted to a region anymore.. Besides, digitization has given a huge boost to regional films by providing access to large numbers of screens. As a result, more and more producers are getting attracted towards production of regional content. If the content is good, the collections cross the average collections of the main stream Bollywood movies. Movies like VENTILATOR (Marathi), POSTO (Bengali), KARSANDAS PAY & USE (Gujarati), BAHUBALI 2 (Telugu), VIVEGAM (Tamil), SPYDER (Telugu), JAI LAVA KUSA (Telugu) are some movies that have done really well.

Is the craze to see films on the rise or declined in general? If your answer is yes, then why the craze is there to watch films.

With premium screens, strong content and luxurious movie-viewing experience, the craze to watch films is on a rise. We also believe content-driven movies are highly commoditized. The major issue of piracy is also being curbed by entities like us. The scene is thus favorable for the entire industry and the craze for the glamour remains. The fact remains that good content will ensure high footfalls, come what may.

Do you agree that Diwali, New Year's Eve, Eid are the best periods to release films considering that most of



the business is now mainly done in the first three days after the release?

We have witnessed an increase in theatrical as well as in-cinema advertising business during the festive seasons. Indian films that are riding on big names in the star cast are cashing in on festive weekends like Diwali, Christmas and Eid. These festival windows have brought much joy to exhibition and distribution services across the industry. Extra holidays when combined with a weekend on account of festive season gives an upsurge to the overall business. Advertisers also want to capitalize on these festive releases and hence our advertising inventory is almost full during these weeks.

Are you in favor of reduced rates from Monday to Thursday in cinema halls to stabilize the collections as there is a big fall of attendance in the week days?

Yes, reduced rates will work wonders on weekdays as it will help to increase the occupancy levels at the theatres as well as the sale of F&B will bring more revenues for the theatre owners.